

TDa2304 1410-548011 \$20,790
TDb2304 1410-548030 \$25,000

CONTRACT: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2023

Task Order – Winter Campaign Initiative

Agency Job # OKTDD-22047

Task order covers costs for agency hours for developing a strategic brief, concepting creative + creation of assets, media planning/buying and PR support for a Winter Campaign initiative.

Services herein are beyond Base Services because the Winter Campaign will be designed to reach out to visitors who planned on spending time in SW Florida, but now cannot due to Hurricane Ian. This effort will piggyback off VisitFlorida campaign launching October 17 that features Destin-Fort Walton Beach to influence winter travel.

Revision 1 covers paid media associated with the Winter Campaign. Agency to manage media and posts.

Payment:

Fee: Estimated fees are \$20,790 or 126 hours at the \$165.00/hr. blended agency rate.
To be invoice monthly based on actual hours worked.

Media: Meta-Facebook/Instagram \$25,000
To be invoiced and paid directly by county to vendors.

Total not to exceed **\$45,790**

Offered by:


Katy Spiecha, Boone Oakley

Accepted by:

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2022.11.14 06:09:35 -06'00'
Charlotte Dunworth

Jennifer Adams, TDD Director

Jeffrey A Hyde
Digitally signed by Jeffrey A Hyde
Date: 2022.11.14 07:56:11 -06'00'
Charlotte Dunworth

Jeff Hyde, Purchasing Manager

Faye Douglas
Digitally signed by Faye Douglas
Date: 2022.11.14 11:05:17 -06'00'
Charlotte Dunworth

Faye Douglas, OMB Director

John Hofstad
Digitally signed by John Hofstad
Date: 2022.11.14 15:19:41 -06'00'
Charlotte Dunworth

John Hofstad, County Administrator